

**UPDATED JUNE 18, 2003**

**The Arts Marketing Institute and California Arts Council Welcomes You to  
“BUILDING PARTICIPATION IN THE ARTS”**

**Exploring Possibilities for Change in the Vast Universe of Arts Engagement  
Sheraton Grand Hotel, Sacramento**

**June 30-July 1, 2003**

**The Conference is nearly full. A few slots left. ACT QUICKLY IF YOU WANT TO REGISTER BY E-MAILING  
marilyn@calaa.net**

**Cost: \$204 (late registration now in force) includes all meals and conference events.**

**All the William and Flora Hewlett Foundation scholarships have been awarded.  
THANK YOU HEWLETT FOUNDATION!**

**There are 3 trajectories or tracks you may choose to follow**

**Track 1: Making the Case for Art**

**Track 2: Building Participation and Creating Public Value for Art**

**Track 3: Strategic Tools**

*Conference participants may switch back and forth among these tracks as they wish.*

*Conference Sponsors: California Arts Council, Wallace-Readers Digest Funds, William and Flora Hewlett Foundation*

## MONDAY, JUNE 30

**10 AM Plenary Session, Ballroom**

**Breakfast**

**Welcome:** *Belinda Taylor, Barry Hessenius, Paul Minicucci*

**Keynote:** *Ben Cameron, Executive Director, Theatre Communications Group*

	<b>TRACK 1</b> <i>Mapping the Constellations</i>	<b>TRACK 2</b> <i>Celestial Navigation</i>	<b>TRACK 3</b> <i>Equipping the Spacecraft</i>	<b>Other</b>
	<b>Making the Case for Art</b>	<b>Participation and Public Value</b>	<b>Strategic Tools</b>	
<b>Session 1</b> <b>11:15-12:30</b>	<b>TRACK 1</b> <b>Session 1</b>  Arts and Cultural Tourism  Presentation: <i>Victoria Hamilton and, Felicia Shaw of the City of San Diego Arts Commission</i>	<b>TRACK 2</b> <b>Session 1</b>  The RAND Participation Model  Workshop: <i>Michael Moore, WRDF</i>	<b>TRACK 3</b> <b>Session 1</b>  Marketing for Inclusion: Aging Populations, the Disabled, Working Families, Youth at Risk  Panel: <i>Olivia Raynor, National Arts &amp; Disability Center</i>  <i>Pamela Walker, Actor/Activist</i>  <i>Sherrie Young, African American Shakespeare Co.</i>  <i>Susan Hill, artist/Artsreach</i>  <i>John Killacky, SF Foundation</i>  Moderator: Wayne Cook	<b>Roundtable:</b>  Meet and talk with AMI Fellows  Marketing Toolkit Demo

**Lunch Plenary, Ballroom****12:45-1:45****Welcome:** *Michelle Walker, Executive Director, Sacramento Metropolitan Arts Commission***Keynote:** *Michael Moore, Wallace Readers Digest Funds*

<b>Session 2</b> <b>1:45-3:00</b>	<b>TRACK 1</b> <b>Session 2</b>  Newest Research: Impact of arts engagement on the brain  Panel:  <i>Paul Minicucci, CAC</i>  <i>Dr. Gordon Shaw, Chairman, M.I.N.D.</i>  <i>Margaret Ladd, Director, Imagination Workshop</i>	<b>TRACK 2</b> <b>Session 2</b>  Art as Cultural Container: Moving into the future while honoring the past  Panel:  <i>Marie Acosta, Director, Latino Arts Network</i>  <i>Torange Yeghiazarian, Artistic Director, Golden Threads</i>  <i>Juanishi Orosco, Artist/SMAC</i>  <i>John Seto, CAC</i>  Moderator: Juan Carrillo	<b>TRACK 3</b> <b>Session 2</b>  Market Research, Segmentation, and Measuring Outcomes  Panel:  <i>Sam Gilmore, School of Social Sciences, UC-Irvine</i>  <i>Ralph Rogers, Asian Art Museum</i>  <i>Julia Lowell, Analyst,,RAND</i>  Moderator : Victoria Hamilton	<b>Roundtable:</b>  Meet and talk with AMI Fellows  Marketing Toolkit Demo
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<b>Session 3</b> <b>3:15-5:00</b>	<b>TRACK 1</b> <b>Session 3</b>  Artists, Art and Downtown Revitalization  Panel: <i>Amy Horn, Sierra  Business Council</i>  <i>John M. Eger, Prof. Of  Communications &amp; Public  Policy, San Diego State  University</i>  <i>David Pankratz,  Consultant</i>  Moderator: Al Maitland	<b>TRACK 2</b> <b>Session 3</b>  Creating Public Value through Arts Funding  Panel: <i>Moy Eng, William and  Flora Hewlett Foundation</i>  <i>John Killacky, The San  Francisco Foundation</i>  <i>Michael Moore, Wallace  Readers Digest Funds</i>  Moderator: Patty Milich, CAC	<b>TRACK 3</b> <b>Session 3</b>  Branding Every organization has a brand. What's yours?  Panel: <i>Andrew Smith and Jennie  Winton, American  Conservatory Theatre</i>  <i>Holly Krassner, Copia</i>  <i>Ralph Rogers, Asian Art  Museum</i>  <i>Dave Webb, Mondavi Centerr</i>  Moderator:	<b>Roundtable</b>  Meet and talk with AMI Fellows  Marketing Toolkit Demo
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**Monday Evening**  
**All gather for dinner**  
**Crest Theater**  
**6:00-7:00 pm Reception**  
**7:00 pm Dinner**  
**8:00 pm-9:30 Program**  
**Speaker: Peter Coyote**  
**Performers tba**

## **TUESDAY, JULY 1**

**9 AM Plenary Session, Ballroom**

**Breakfast**

**Speaker: Eduardo Diaz, arts researcher**

	<b>TRACK 1</b>	<b>TRACK 2</b>	<b>TRACK 3</b>	
	<b>Making the Case for the Arts</b>	<b>Participation and Public Value</b>	<b>Strategic Tools</b>	<b>Other</b>
<b>Session 4 10:15-11:30</b>	<b>TRACK 1 Session 4</b>  Authorizing Environment and Advocacy  Workshop  <i>Paul Minicucci, CAC</i>  <i>Ramaa Bharadvaj, Artist/Activist</i>  <i>Marie Acosta, Latino Arts Network</i>  <i>Tom Porter, Dir., California AARP</i>	<b>TRACK 2 Session 4</b>  Social Marketing , a tool for change in the arts  Workshop  <i>Sabrina Klein, ED Julia Morgan Center for theArts</i>  <i>Julia Carol, ED, Americans for Nonsmokers Rights</i>	<b>TRACK 3 Session 4 a</b>  Marketing collaboratives and partnerships  Panel: <i>Andrew Campbell,LA County Arts Council</i>  <i>Mary Beth Smith,Yerba Buena Center for the Arts</i>  <i>Jordan Simmons, East Bay Center for the Arts</i>  Moderator: Belinda Taylor	<b>TRACK 3 Session 4b</b>  Arts, Activism, and Community  Panel: <i>Jilly Tanedo, FilmAm Network</i>  <i>Amy Santos, Brasil/UCLA,</i>  <i>Jeff Jones, Queer, San Fran.</i>  Moderator: Theresa Harlan

**Lunch****11:45-12:45****Speaker: Jim Royce, Director of Marketing and Communications, Mark Taper Forum, Ahmanson Theatre and The IVY Substation**

<b>Session 5 1-2:15</b>	<b>TRACK 1 Session 5</b>	<b>TRACK 2 Session 5</b>	<b>TRACK 3 Session 5a</b>	<b>TRACK 3 Session 5b</b>
	Issues in Arts and Education  Panel  <i>Sabrina Klein, Julia Morgan Center for the Arts</i>  <i>Amy Mueller, Brava Theatre</i>  <i>Mark Slavkin, Vice President for Education, The Performing Arts Center of Los Angeles</i>  <i>Dawn Dyson &amp; Lynn Waldorf, The Armory, Pasadena</i>  Moderator: Laurie Heller	Creating Public Value through the Arts  Workshop <i>Paul Minicucci</i>  <i>Mollie Lakin Hayes, Arizona Arts Commission</i>	National Arts Marketing Project: Effective tools & proven strategies  Panel <i>John Warren, AMI</i>  <i>Andrew Holtz, Willows Theatre</i>  <i>Dalouge Smith, ,Mostly Mozart</i>  Moderator: Marnie Burke de Guzman	Marketing to the New California Majority  Panel <i>Eduardo Diaz, arts research, Fresno, Merced, San Antonio</i>  <i>Ellen Gavin, Brava Theatre, San Francisco.</i>  <i>Dave Pier, Ford Theatre, LA</i>  Moderator: Josie Talamantez

**Session 6**

**Plenary Session, Ballroom**

**2:30-4:00**

**Putting it all together. Mapping *your* path into the universe  
of possibilities for building participation in the arts**

An interactive session with conference participants, panelists, AMI Fellows  
and CAC Staff